

FIG. 1

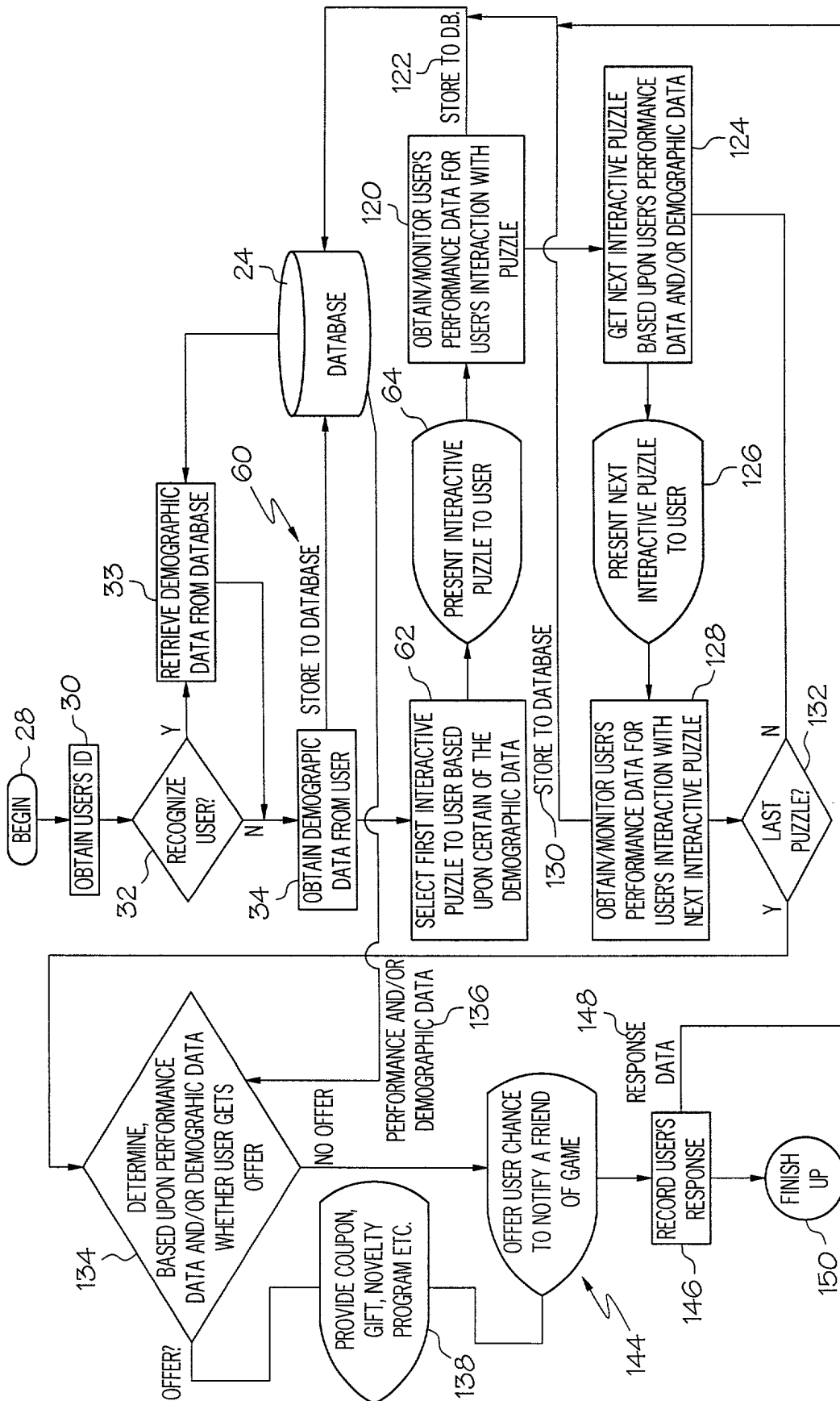


FIG. 2

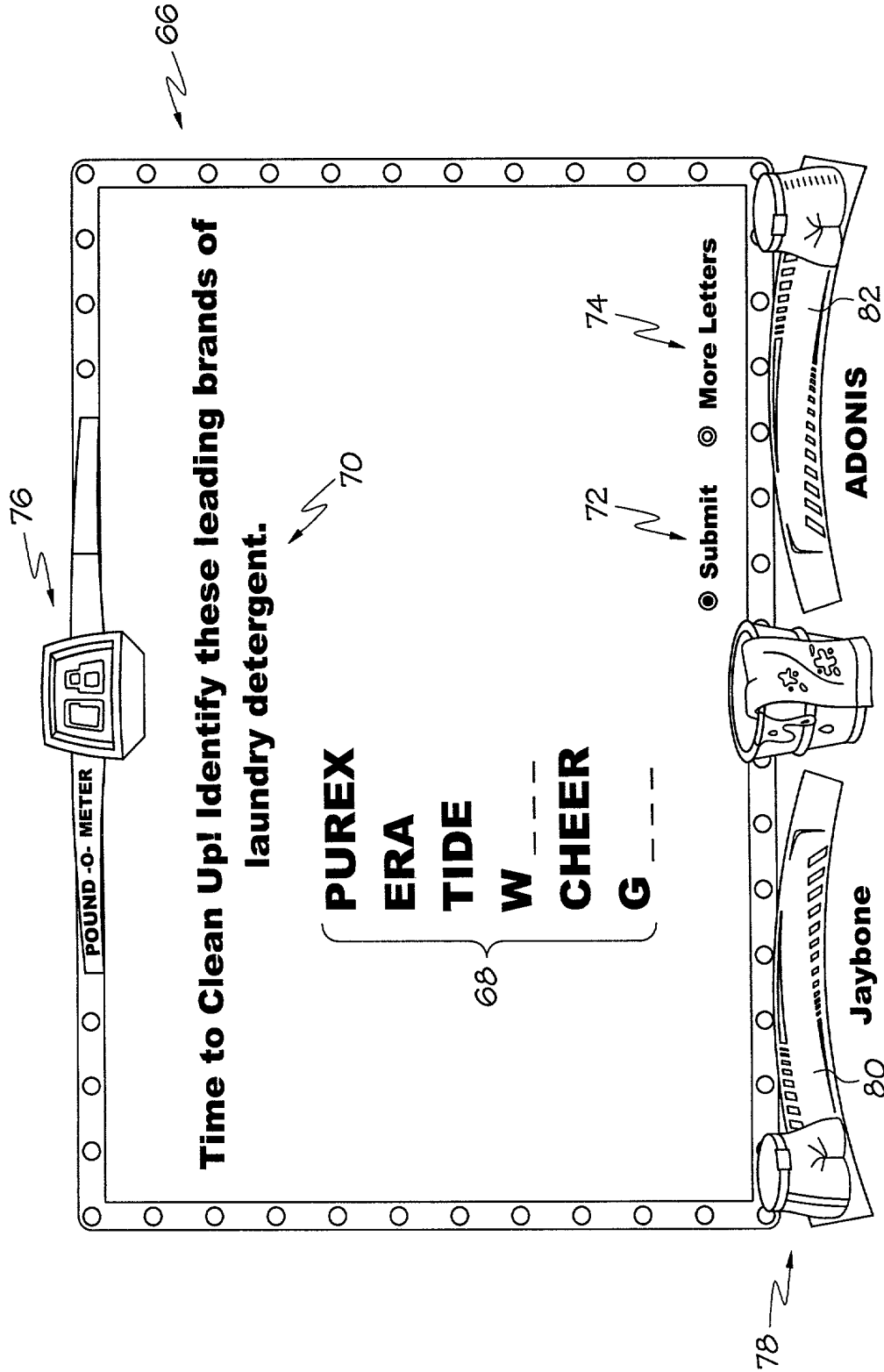


FIG. 4

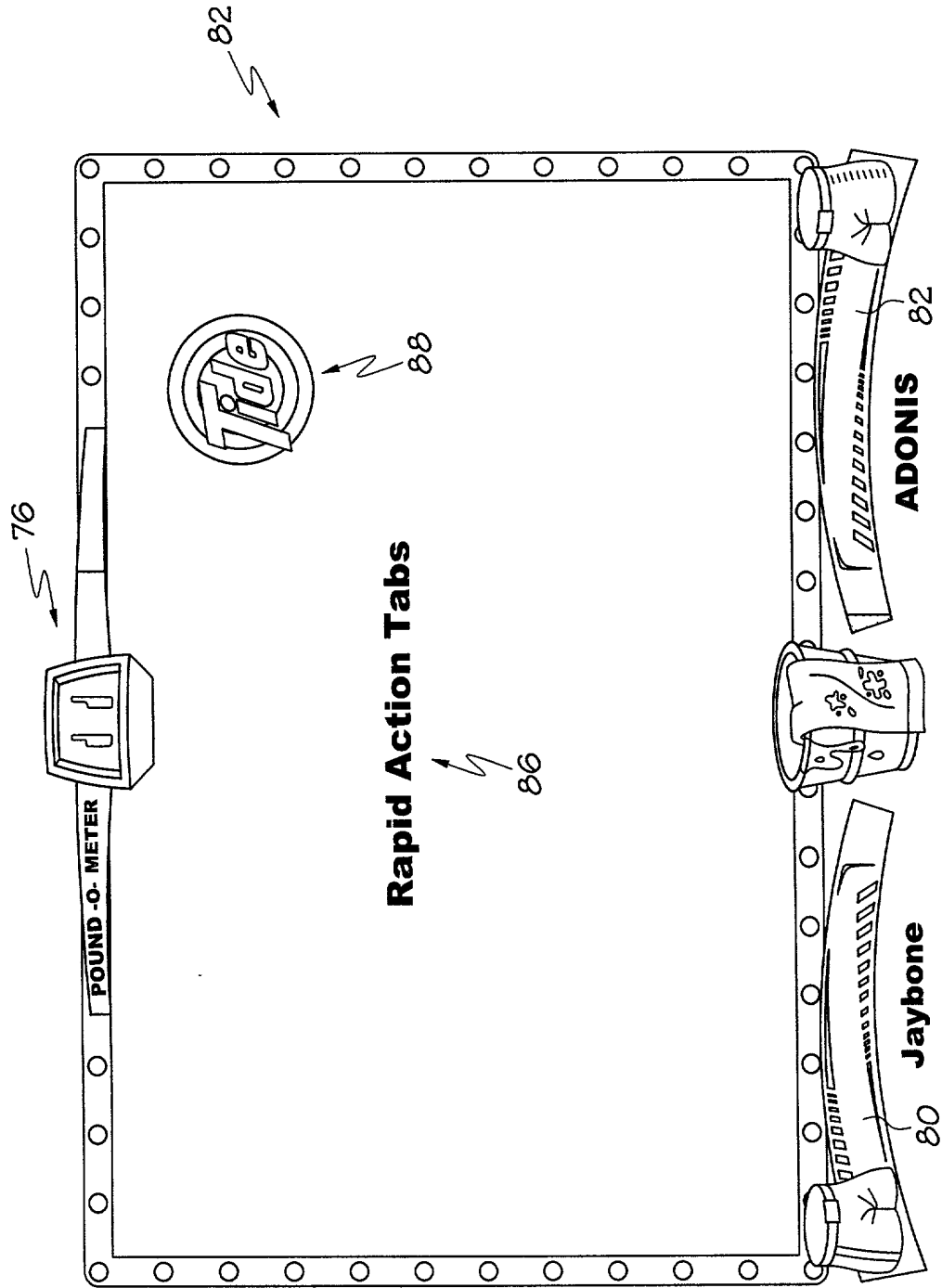


FIG. 5

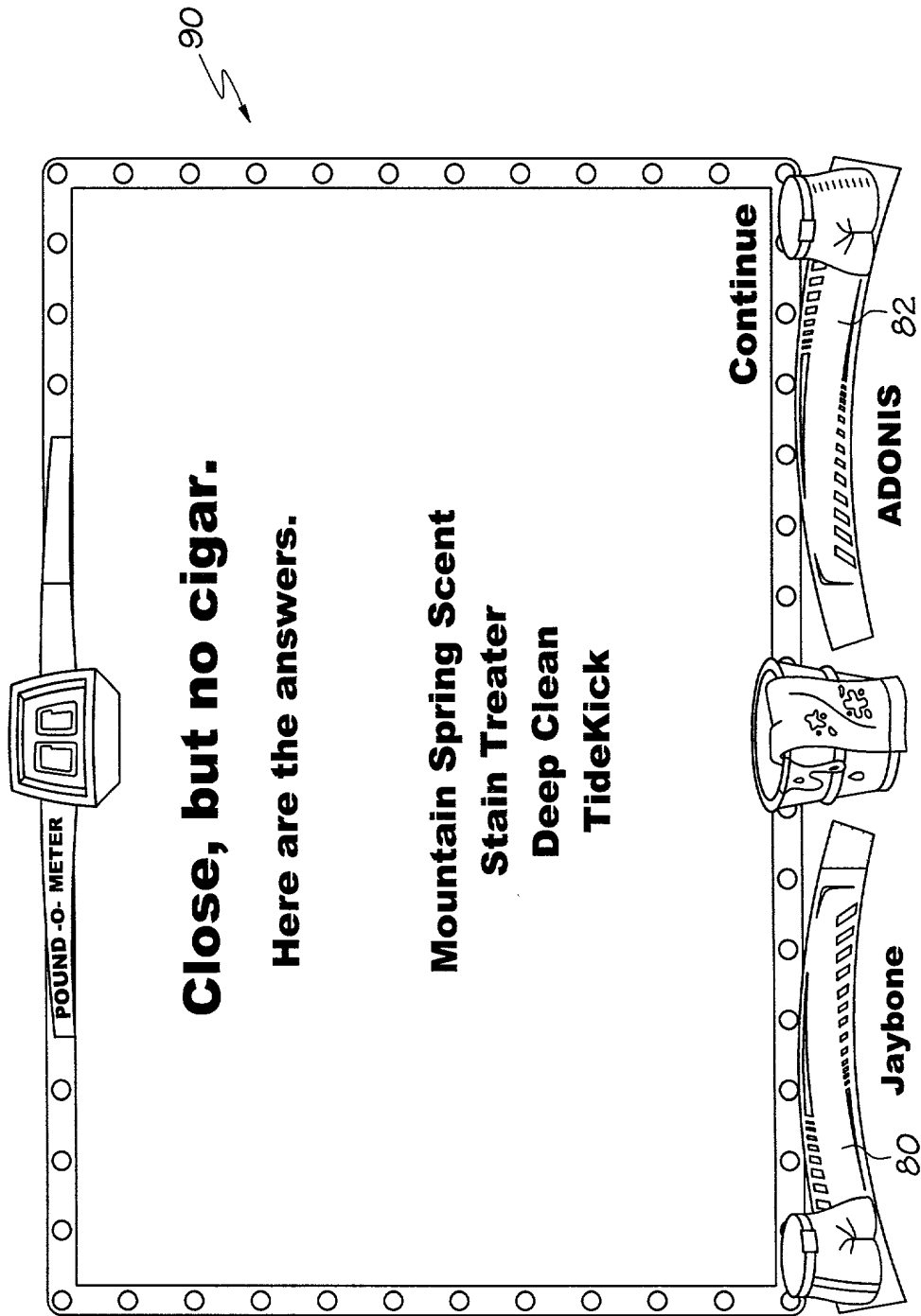


FIG. 6

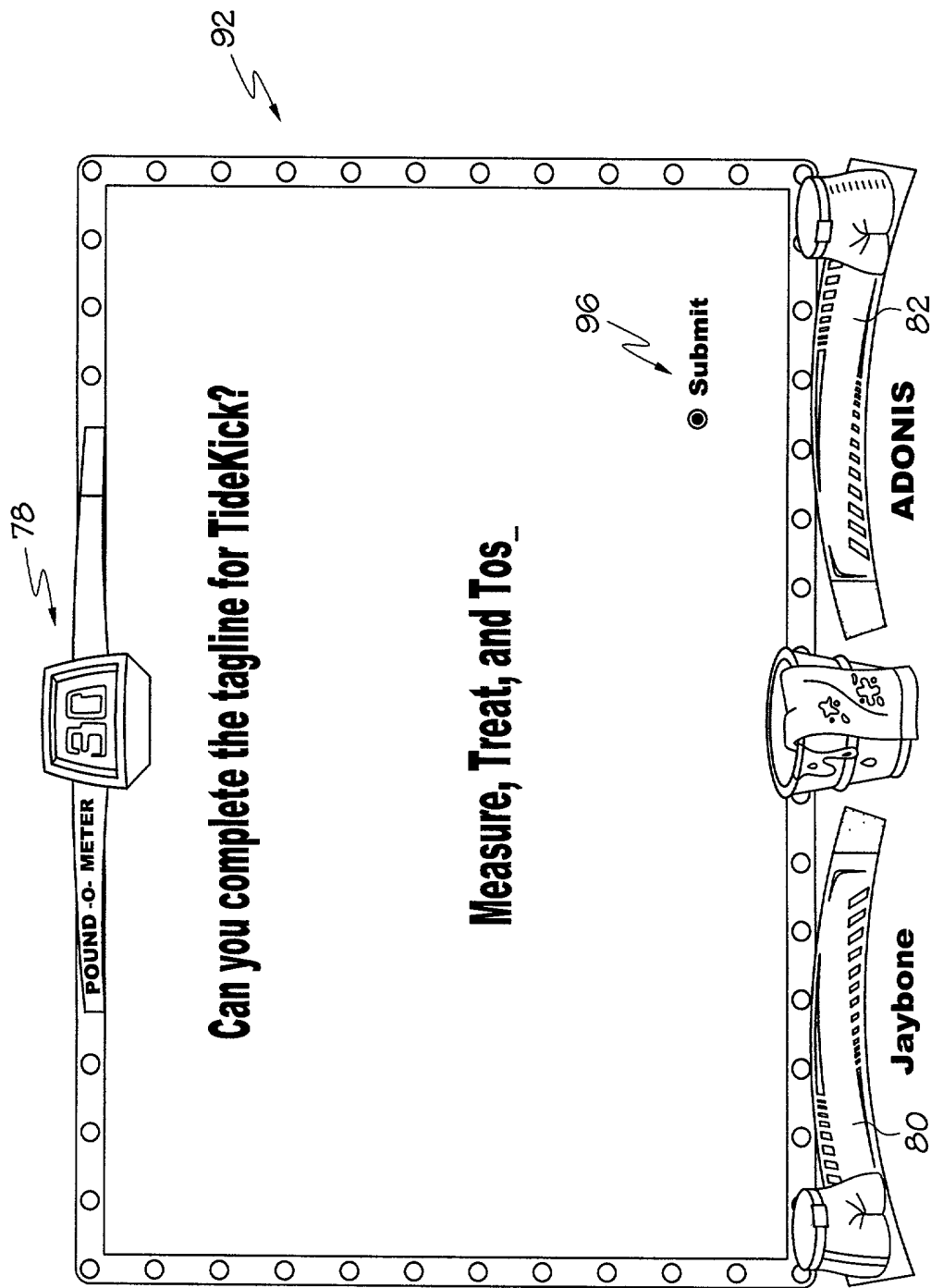


FIG. 7

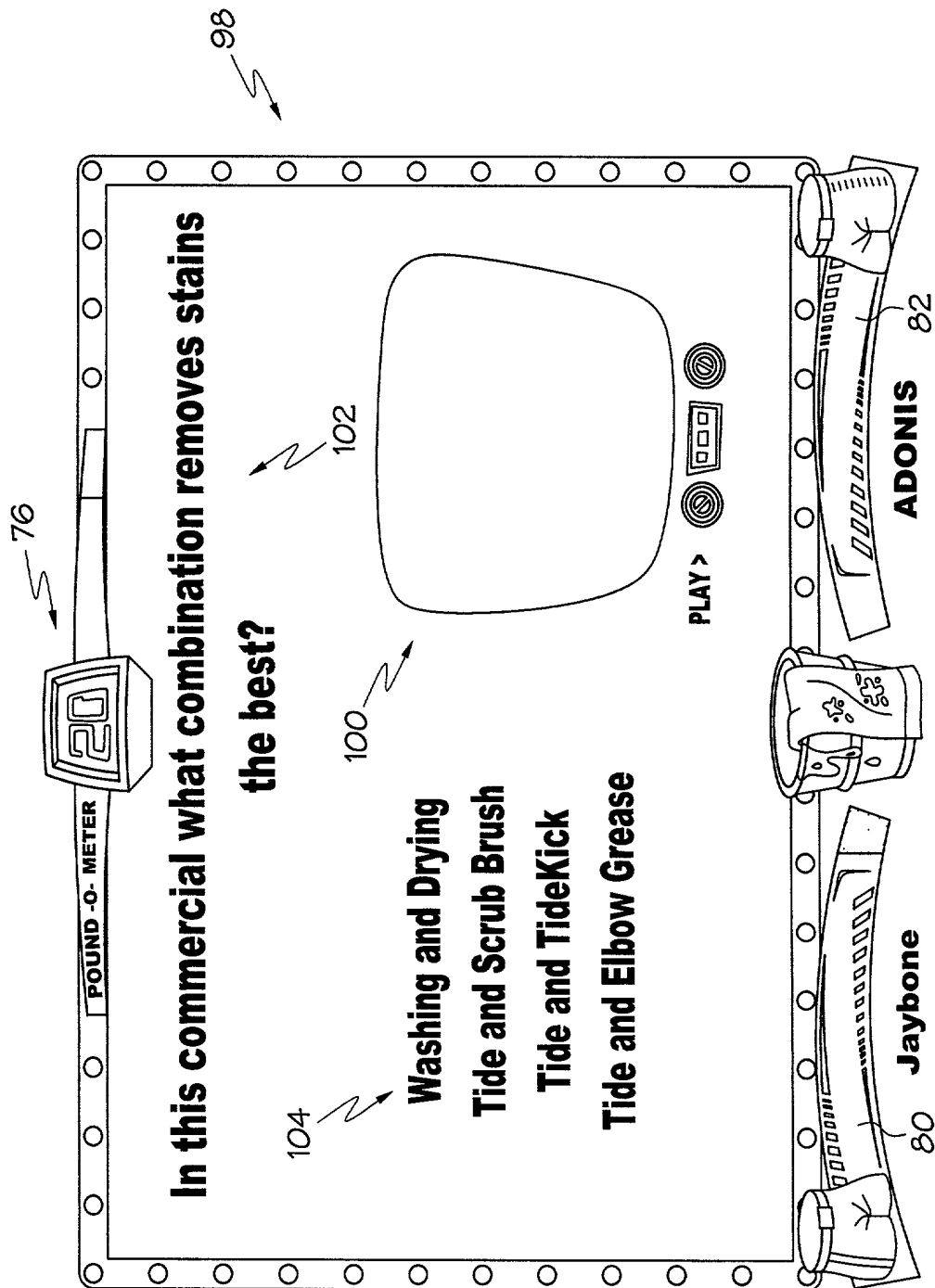


FIG. 8

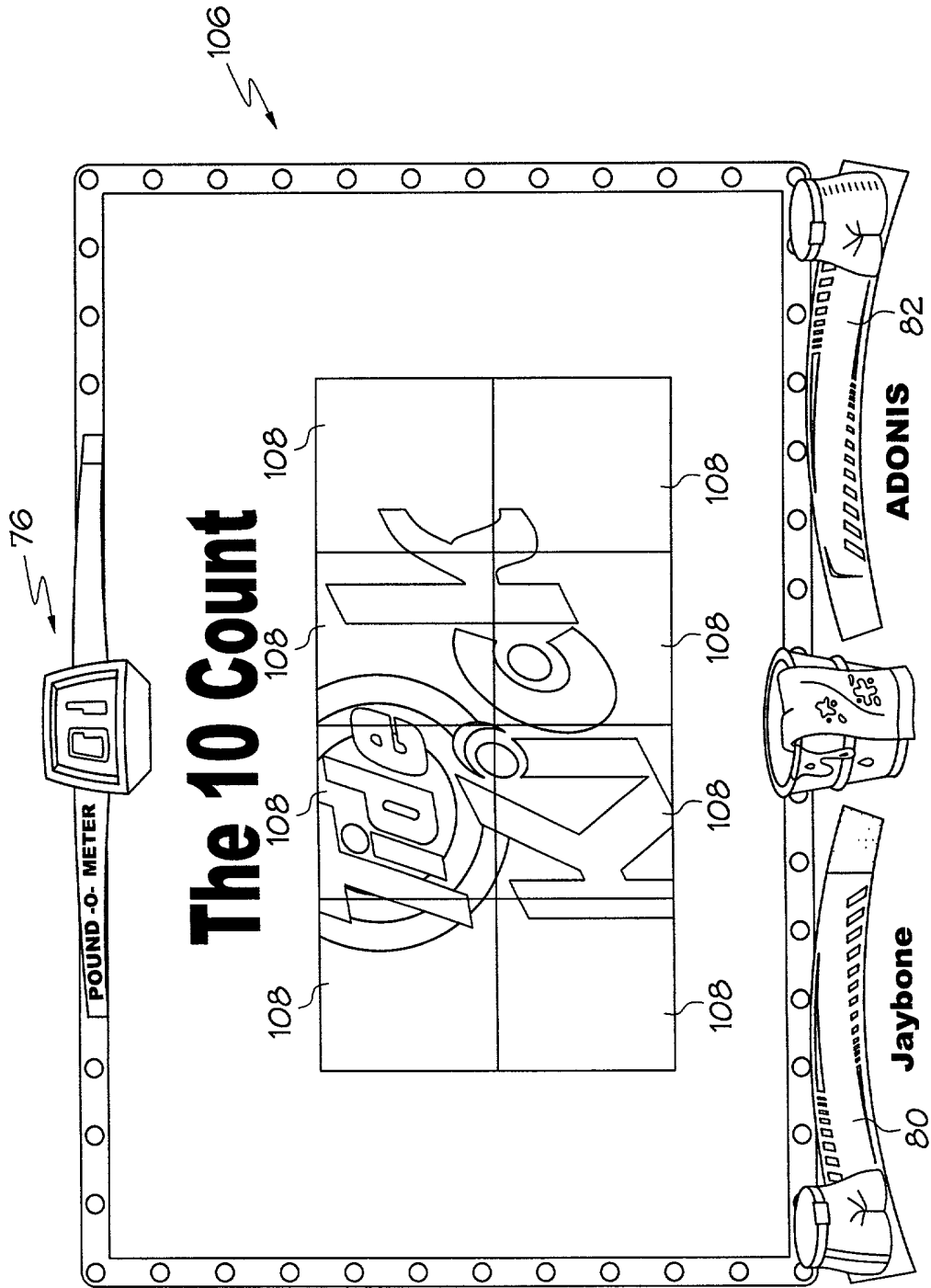


FIG. 9

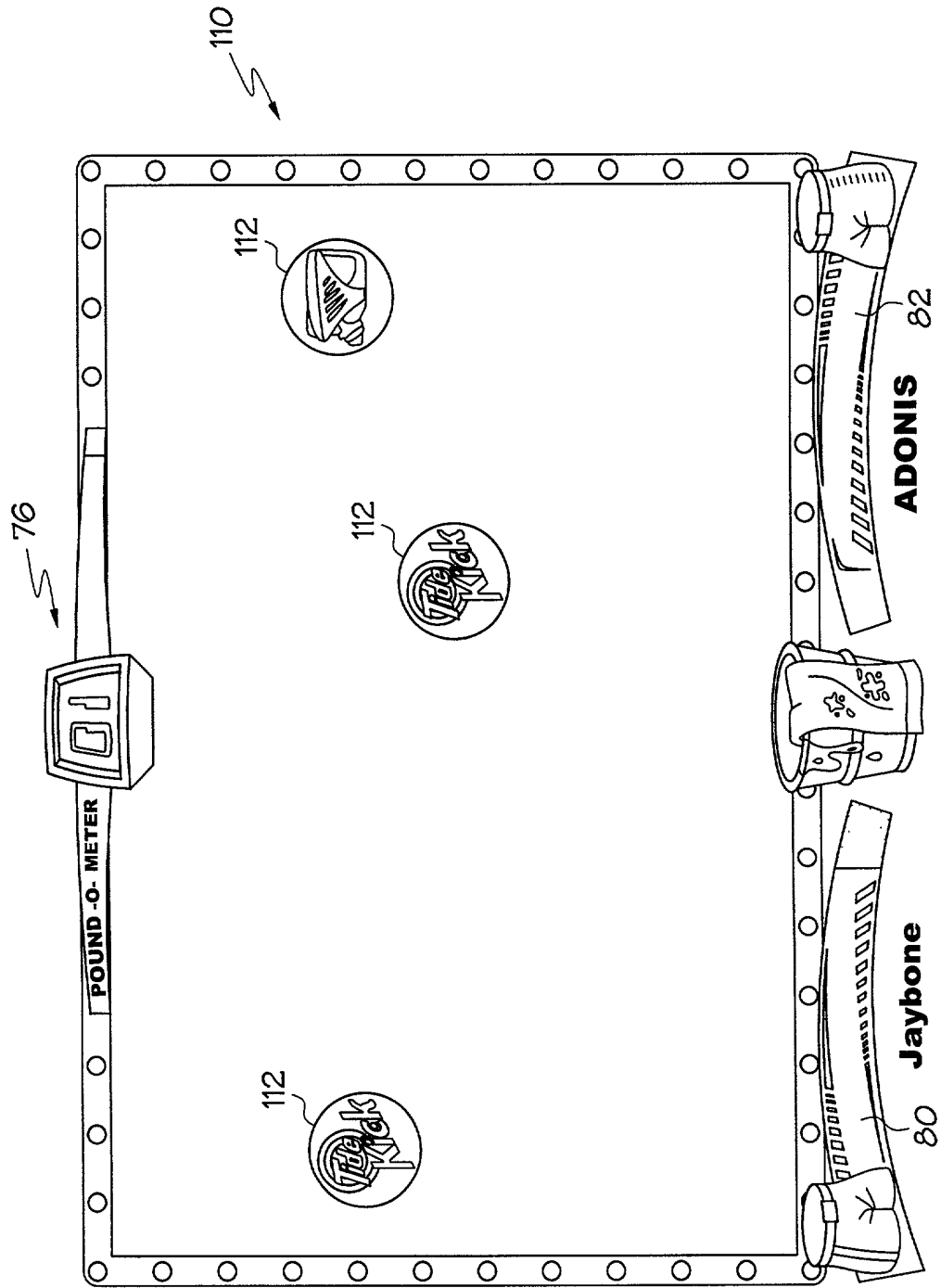


FIG. 10

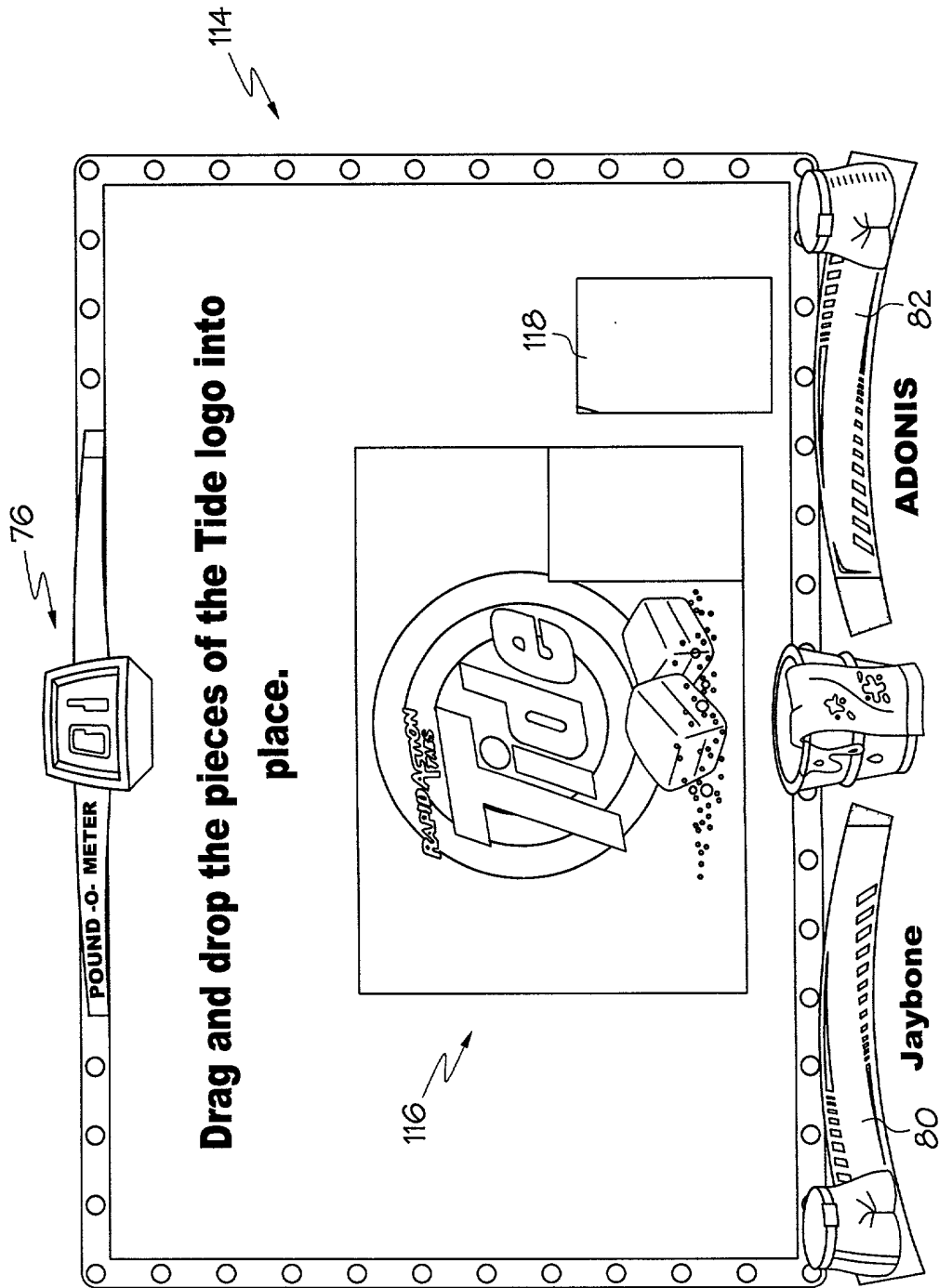


FIG. 11

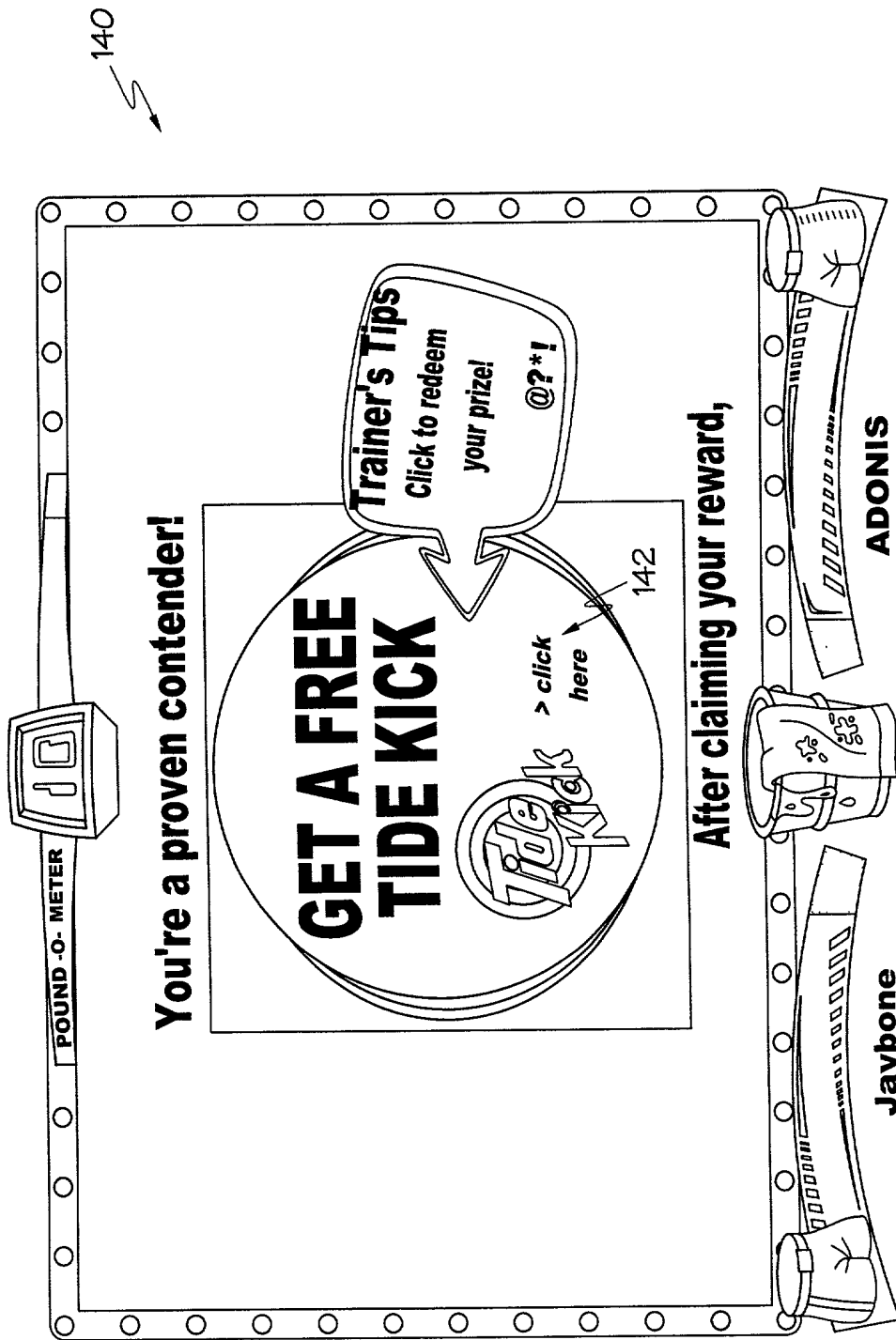


FIG. 12

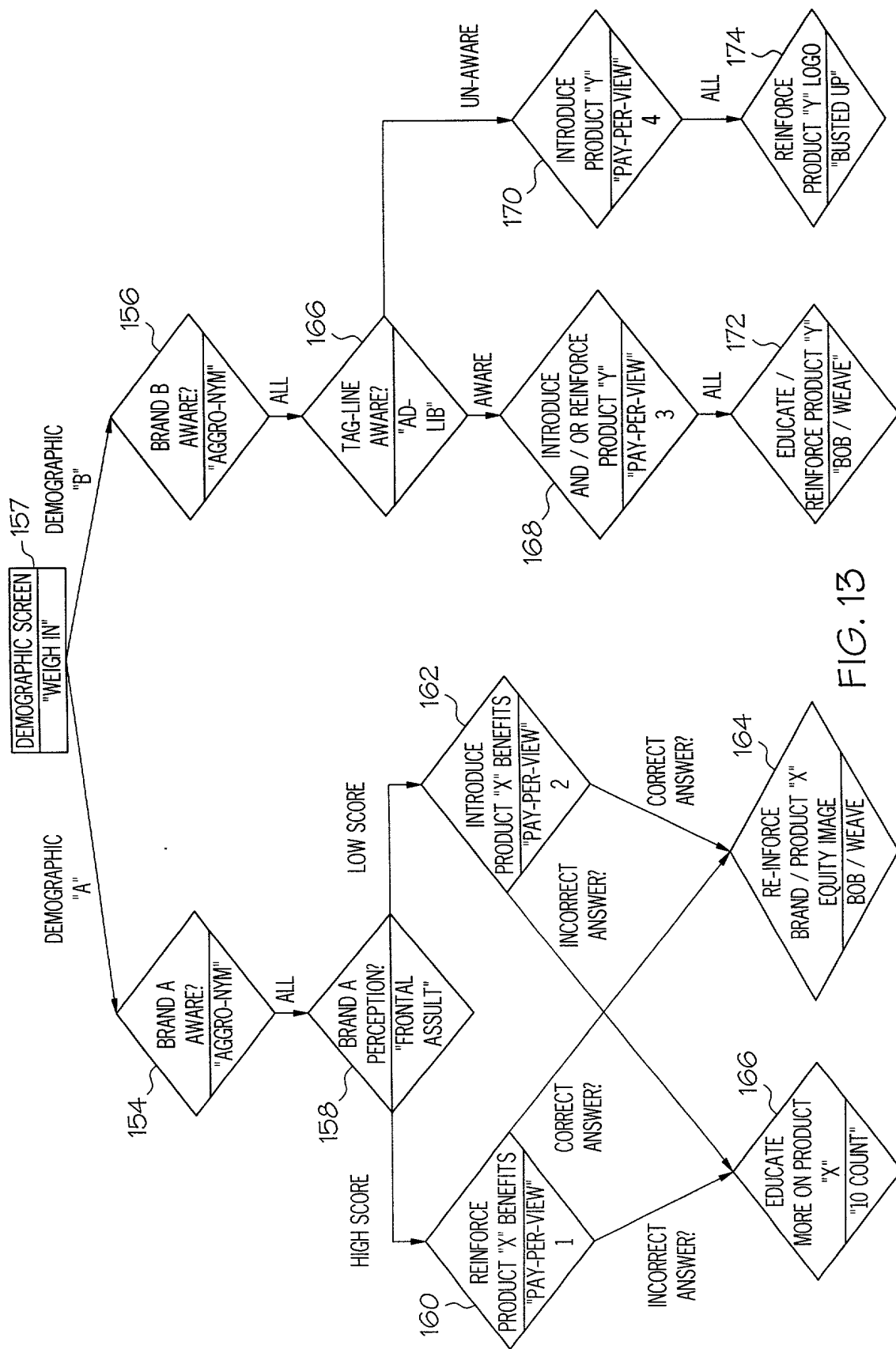


FIG. 13

Adversity Game Builder

178

176

Logout

182

ID	Question Name	Question Type
1073	Question 1.0	Aggro-Nym
1074	Question 2.0	Frontal Assault
1075	Question 2.1	Frontal Assault
1076	Question 3.0	Pay-per-View
1077	Question 3.1	Pay-per-View
1078	Question 4.0	Bob and Weave
1079	Question 4.1	10 Count
1080	Question 4.2	Bob and Weave
1082	Question 5.0	Ad Lib
1086	Question 5.4	Ad Lib
1087	Question 6.0	Sample
1088	Question 6.1	Sample
1089	Question 6.2	Sample
1090	Question 6.3	Sample
1091	Question 6.4	Sample
1092	Question 4.4	Bob and Weave
1093	Question 3.2	Pay-per-View
1081	Question 4.3	10 Count
1084	Question 5.2	Ad Lib
1085	Question 5.3	Ad Lib
1083	Question 5.1	Busted Up

180

New Question

Question Builder Top Level Page

FIG. 14

Adversity Game Builder

Logout

Question 3.1

Content Type

Pay-per-View

Items

4

186

188

190

<< - Edit Content Details - >>

194

196

Segmentation

Next Type

Standard

192

Question 4.0

Question 4.1

Please Select

Please Select

Please Select

Next Right

Next Right

Do Not Use

Do Not Use

Do Not Use

Please save changes after changing Next Type to view correct type settings.

Game Scoring

Content Value

200

198

Nice Work!

The fudge bar did a number on that white shirt!

202

Save Changes

Cancel

Time Limit

200

200

Negative Response 1

Negative Response 2

Nope

It was the fudge bar that did a number on the white shirt.

204

Example of Main Screen for Question Builder

FIG. 15

Adversity Game Builder

Logout

Pay-per-View Exclusive

Video:

Please Select

 206

Questions:

What stain was pretreated in the commercial?

 208

Possible Answers

No

Yes

No

No

Lipstick

Fudge Bar

Pizza

Spaghetti Sauce

Save Changes

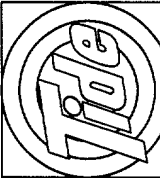
Cancel

210

Example of Question Detail Screen

FIG. 16

Start Date : Apr 01, 2001
End Date : Jul 15, 2001

Feature Brand

	Total (n)	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Your Brand	3204	1435 44.8%	1769 55.2%	259 8.1%	423 13.2%	779 24.3%	1080 33.7%	663 20.7%
Average Brand	1360	589 43.3%	771 56.7%	115 8.5%	172 12.7%	314 23.1%	474 34.8	284 20.9%

Snapshot of Average Consumer Interaction with Your Brand Adversity

Report Run Date : Jul 16, 2001

Analyst Comments

Summary Report For Tide

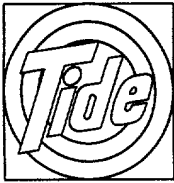
Type of Message	Average Interaction Time Seconds
Brand or product name	35.3
Brand logo	53.8
Equity statements	16.2
Tagline	24.6
Television copy	44.0
Total	173.9

FIG. 17

Start Date : Jun 27, 2001
End Date : Jun 27, 2001

Demographic Breakdown on Pay Per View Question

Feature Brand



		Total	Gender		Age				
			M	F	14-17	18-24	25-34	35-49	50+
Copy: Stepmom Spot Question: In this commercial, what combination removes stains the best? Correct Answer : Tide and TideKick	Total unique viewers of this copy	0	0	0	0	0	0	0	0
	Percentage of viewers answering correctly		0%	0%	0%	0%	0%	0%	0%
Copy: Stepmom Spot Question: What stain was pretreated in the commercial? Correct Answer : Fudge Bar	Total unique viewers of this copy	0	0	0	0	0	0	0	0
	Percentage of viewers answering correctly		0%	0%	0%	0%	0%	0%	0%
Copy: Roommates Spot Question: Why does only the one roommate need clean clothes? Correct Answer : He has a 'real' job	Total unique viewers of this copy	0	0	0	0	0	0	0	0
	Percentage of viewers answering correctly		0%	0%	0%	0%	0%	0%	0%
Copy Questions : Correct answer	Total unique viewers of this copy								
	Percentage of viewers answering correctly								
Copy Questions : Correct answer	Total unique viewers of this copy								
	Percentage of viewers answering correctly								

Report Run Date : Jun 27, 2001

Copy Delivered

Analyst Comments
Adversity Report

Copy Description	Average Interaction Time (Seconds)
Stepmom Spot	
Stepmom Spot	
Roommates Spot	

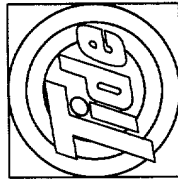
FIG. 18

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Demographic Breakdown on Aggro-Nym Question

Start Date : 27-Jun- 2001
End Date : 27-Jun- 2001

Feature Brand



Primary Question: Time to Clean Up! Identify these leading brands of laundry detergent	Total	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Total unique viewers of this question →	0	0	0	0	0	0	0	0
Percentage of viewers correctly completing ↓	0%	0%	0%	0%	0%	0%	0%	0%
Answer 1: Purex	0%	0%	0%	0%	0%	0%	0%	0%
Answer 2: Era	0%	0%	0%	0%	0%	0%	0%	0%
Answer 3: Tide	0%	0%	0%	0%	0%	0%	0%	0%
Answer 4: Wisk	0%	0%	0%	0%	0%	0%	0%	0%
Answer 5: Cheer	0%	0%	0%	0%	0%	0%	0%	0%
Answer 6: Gain	0%	0%	0%	0%	0%	0%	0%	0%

228

Typical Consumer Interaction

226

Report Run Date : 27-Jun-2001

Analyst Comments
Adversity Report

Copy Description	Average Interaction Time (Seconds)
Primary Question: Time to Clean Up! Identify these leading brands of laundry detergent.	35.1

FIG. 19